



THE STEP INN

MONTHLY PRESS

R E S T A U R A N T



HISTORY OF A LOCAL CLOTHIER



Did you know Winnie's of Bloomington is 14 years old this month? Yes, on September 23, 1973, William C. Fike, Jr. and Freddie H. Clark first opened Winnie's menswear at 103 West Monroe (where Jack Lundy's Tailor Shop is now located). The business was moved to its present location, 406 North Main, in April of 1977. During the following July, Bill Fike purchased Fred Clark's total interest in the business, so that he could more freely operate the business, stressing quality menswear at discounted prices.

The business has prospered and matured over the years into one of the most respected discount clothiers in the state of Illinois. In fact, Bill now buys direct, (eliminating the middleman in St. Louis),



of direct purchasing and low overhead, Winnie's is able to sell the same garments as carried by high priced stores for much, much less.

Yes, Winnie's of Bloomington has progressed nicely since the time Bill made his weekly trips to St. Louis to re-stock his supply of suits. He now has the best inventory and selection in all of Central Illinois; and if Bill doesn't have a customer's size, color, or pattern, he will obtain the customer's request in a matter of days with absolutely no obligation.

So remember, "You can always do better at Winnie's, your higher quality discount store", located in downtown Bloomington!!

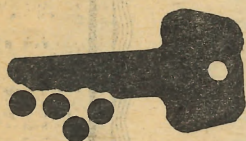


from such famous brands as Bill Blass, Pincus Brothers-Maxwell, Stanley-Blacker, Cricketeer, Van Julian, Churchill Ltd, and The Enro Shirt Company. Because of this marketing technique



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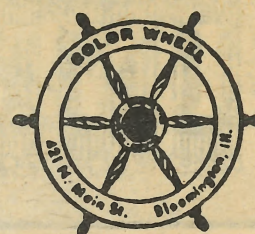


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